

# What is ENERGY STAR?

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Nationally recognized brand that identifies energy efficient products, homes, and buildings.

# ENERGY STAR Fundamentals

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- Voluntary
- Saves Energy
- Prevents Pollution
- Profitable for partners

# ENERGY STAR Purpose

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- Preventing Pollution through energy savings
  - Section 103 of the Clean Air Act as Amended in 1990 (EPA ENERGY STAR)
- Promoting development and commercialization of energy efficient appliances
  - Section 127 of the Energy Policy Act of 1992 (DOE ENERGY STAR)
- Legislation directs agencies to establish voluntary programs that promote products more efficient than minimum Federal or State codes

# ENERGY STAR Specification Setting Criteria

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- Energy Efficiency – product should be among the most efficient in its class
- Commercial Availability – must be readily available in the market, cannot rely on proprietary technology owned by one manufacturer
- Cost effectiveness of price premium – if there is a premium, should be justified to the consumer based on cost savings or other benefits
- Performance – qualified models must perform as well or better than other models on the market

# ENERGY STAR Specification Setting in Practice

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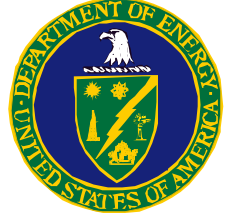


Not all products will qualify...

- Clothes Washers were added to program in 1997 – only 6.5% of models, representing less than 1% of market share qualified
- Industry estimates that ENERGY STAR qualified central HVAC models will have only 4% market share when new specification takes effect in October 2002
- Current ENERGY STAR Appliances market share 10 – 30%
- Market share higher for qualified consumer electronics & office equipment

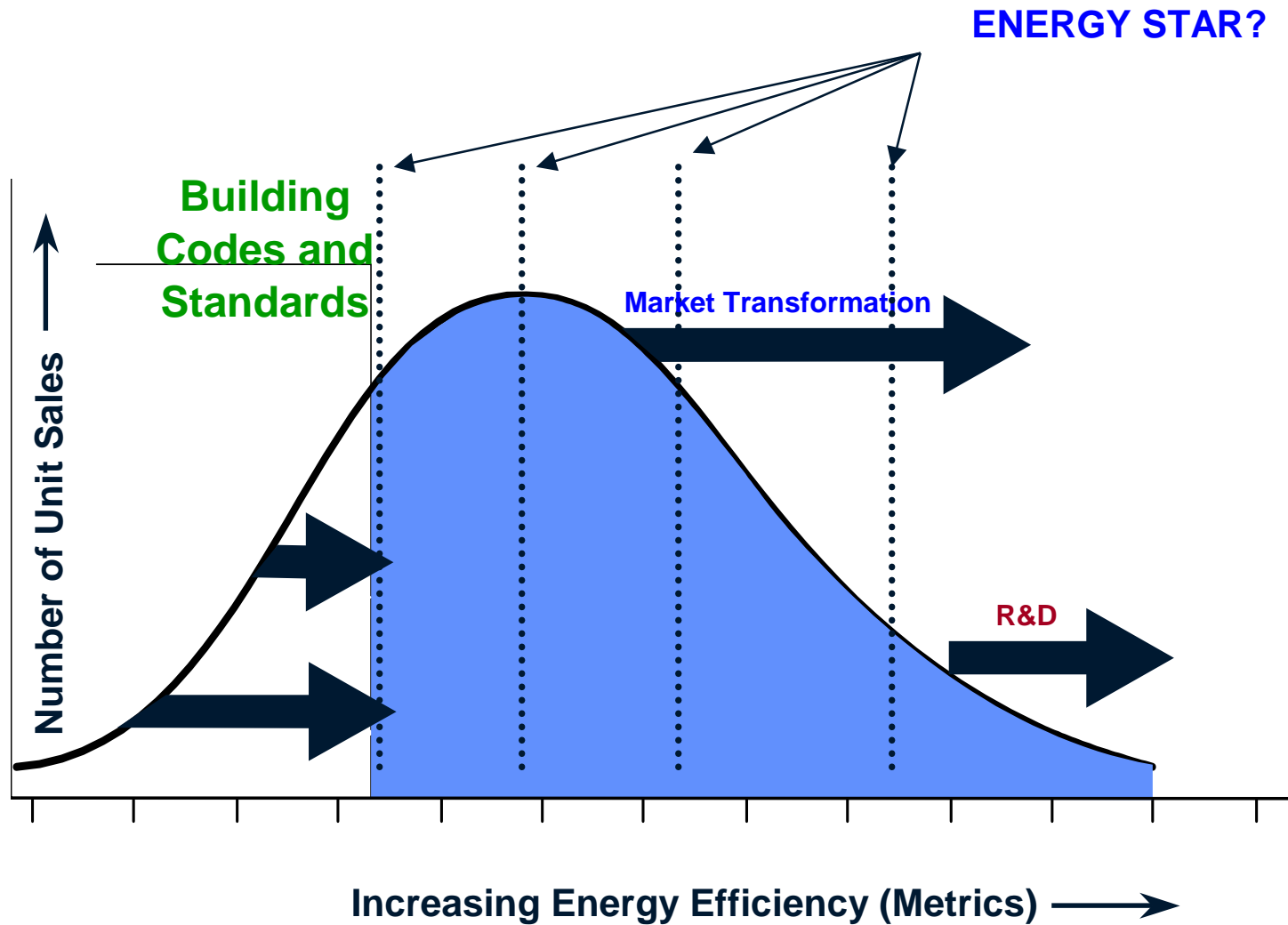
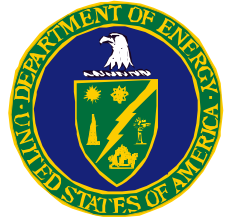
# ENERGY STAR Windows Specifications

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- Goal in setting specification in 1998 was to boost market share of Low-E glass
- ENERGY STAR market share has risen from less than 5% in 1997 to, an expected, 35% in 2002.

# Positioning ENERGY STAR On The Curve



# ENERGY STAR Windows Specifications

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- *Goal in setting specification in 1998 was to boost market share of Low-E glass*
- *ENERGY STAR market share has risen from less than 5% in 1997 to 35% in 2002.*
- **How should DOE adjust specification given changes in building codes and the marketplace?**